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NASA DEVELOPS REHYDRATION BEVERAGE TO REMEDY HUMAN DEHYDRATION

MOFFETT FIELD, Calif. -- To help keep astronauts at peak performance during missions, NASA researched, qualified and patented a highly effective electrolyte concentrate formula that maintains and restores optimal body hydration levels quickly and conveniently. Developed as a remedy for dehydration, it helps prevent the loss of body fluids during heavy exercise, heat exposure and illness. It also can be used to treat dehydration caused by altitude sickness and jetlag.

NASA's Ames Research Center, Moffett Field, Calif., licensed the patented rehydration formula to Wellness Brands Inc., Boulder, Colo. Wellness Brands plans to launch its first electrolyte concentrate brand, 'The Right Stuff' in June 2009.

"We developed the rehydration formula to perform optimally under the most extreme conditions. The health of our highly trained astronauts was paramount," explained John Greenleaf, now a former Ames research scientist and inventor of the formula. "With all that Americans and the government have invested in the space program and our astronauts, this is one clear way to protect and maximize that investment. And now the general public will benefit from this research as well."

The novel electrolyte formula contains a specific ratio of key ingredients, sodium chloride and sodium citrate, for rapid restoration of hydration. These electrolytes, dissolved in water, optimize the levels of sodium ions in the body. The beverage is an isotonic formulation that restores both intra- and extracellular body fluid volumes in dehydrated astronauts, athletes and others.

For more information about 'The Right Stuff' from Wellness Brands, Inc., visit:

<http://www.therightstuff-usa.com>

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